

## **Abstract**

### **Trademark protection and enforcement of rights in trademarks in the Czech legal order.**

The thesis "Trademark protection and enforcement of rights in trademarks in the Czech legal order" provides an analysis of three parts of trademark legal regulation, including the application of relevant case-law relating to individual parts. The thesis deals with the institute of the trademark, the possibilities of protection and the regulation of the enforcement of the trademark rights. In the first part the thesis describes the institute of the trademark and history of the trademark, the function of the trademark, the classification within the intellectual and industrial property, the growing significance of the trademark and the expanding range of trademark types. The following part of the thesis deals with the registration procedure at Industrial Property Office, the application, facultative proceedings, which may occur due to its protection, and final registration in the trademark database. The comment procedure and mainly the opposition procedure are discussed in detail. In the context of the opposition proceedings, the persons entitled to make such objections are thoroughly described and the possible reasons for the objections mentioned are analyzed. The diploma thesis also focuses on the means of protection provided not only by the Industrial Property Office but also by the courts and other authorities, which is suitably supplemented in the framework of the necessary protection of the consumer, which highlights the importance of the protection. The final part of the thesis provides an analysis of the Act No. 221/2006 Coll, Enforcement of Industrial Property Rights Act, which, despite its brief scope, provides an appropriate tool for industrial property rights for the successful recovery of rights by authorized persons. The thesis in this part provides, in particular, an overview of authorized persons, possibilities of remedying violations of rights and damages caused by violation of rights. The aim is to evaluate the significance of the trademark at the present time, the possibilities of its protection, the description of the entities providing it and the method of enforcing trademark rights.